

JAN 14 2005

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TO	Commissioner for Patents	Friday, January 14, 2005 2:56:46 PM
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	Number of Pages (Including Cover) 03	(404)962-7527
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MESSAGE:

In re application of:
Pugliese, III, et al.
Serial No. 09/994,805
Filed: November 28, 2001
For: System and Method for Displaying and Selling Goods and Services
in a Retail Environment Employing Electronic-Shopper Aids

Attached is the following document for filing with the United States
Patent Office:

Response to Office Communication of December 17, 2004.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:) Examiner: **Jean D. Janvier**
 Pugliese, III, et al.) Group Art Unit: **3622**
Serial No: **09/994,805**) Attorney Docket No.: **S255 1020.1**
Filed: **November 28, 2001**)
For: **System and Method for Displaying and Selling Goods and Services in a Retail Environment Employing Electronic Shopper Aids**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Communication mailed December 17, 2004, Applicants confirm the election of the invention of Group III, with traverse. The Examiner stated in the Office Communication that Applicants' response transmitted by facsimile on October 6, 2004, was non-responsive. The Applicants' election can be found in the first full paragraph on page 2 of Applicants' response. That paragraph is repeated below in its entirety.

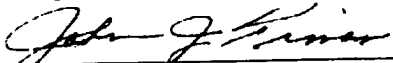
"In response to the restriction requirement, Applicants hereby elect the invention of Group III with traverse. Applicants request reconsideration and withdrawal of the restriction requirement on the grounds that the restricted claims are closely related and should be considered together in the same application for the reasons provided below."

Applicants' respectfully request that the Examiner withdraw his restriction requirement for the pending claims and consider all the pending claims together in this application.

Applicants' arguments in support of this request can be found on pages 2 - 4 of the previous response.

1/14/05
Date

Respectfully submitted,


John J. Timar
Registration No. 32,497

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